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IMPORT PROFILE

Investment Opportunities

VENETIAN SHADES AND BLINDS

Pub. No.: 88-02-IP March 1988



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VENETIAN SHADES AND BLINDS

INTRODUCTION

This report is part of a continuing series designed to increase business awareness of the potential existing for production in Canada.

CANADIAN IMPORTS

Import data are given on subsequent pages for the following product:

<u>Description</u>	<u>Commodity Code</u>	<u>TOTAL IMPORTS</u>	
		<u>1986</u>	<u>January - November 1987</u>
<u>(C\$ million)</u>			
Venetian Shades and Blinds	740-74-20	9.9	17.5
This report does not include:			
Shades and blinds, other than venetian (includes office blinds or vertical blinds)	740-74-30	7.0	7.6
or			
Fabricated, Aluminium, Venetian Blind Stock	451-49-70	8.8	8.5

A list of Canadian importers is given in Appendix A, page 8.

CANADIAN PRODUCTION

There are at least 55 known suppliers (including manufacturers) of venetian shades and blinds in Canada. Statistics Canada reports that shipments of all types of venetian blinds amounted to \$54.9 million in 1984, the latest year for which information is available.

CANADIAN EXPORTS

Statistics Canada does not publish separate data on the export of venetian shades and blinds. They are included in the export commodity code entitled furniture and fixtures, not elsewhere specified. Canadian exports are minimal.

MARKET SUMMARY

The Canadian Curtains and Drapes Sector

The Canadian curtains and drapes sector comprises manufacturers of textile curtains, drapes, blinds and window-coverings. While separate data for venetian shades and blinds are not available, it is estimated that blinds currently represent about 55 per cent of sector production. In 1986, based on major manufacturing activity, it is estimated that the curtains and drapes sector consisted of some 26 establishments, provided employment to approximately 1 750 workers and reported shipments of \$91.9 million, all of which were made to customers within Canada.

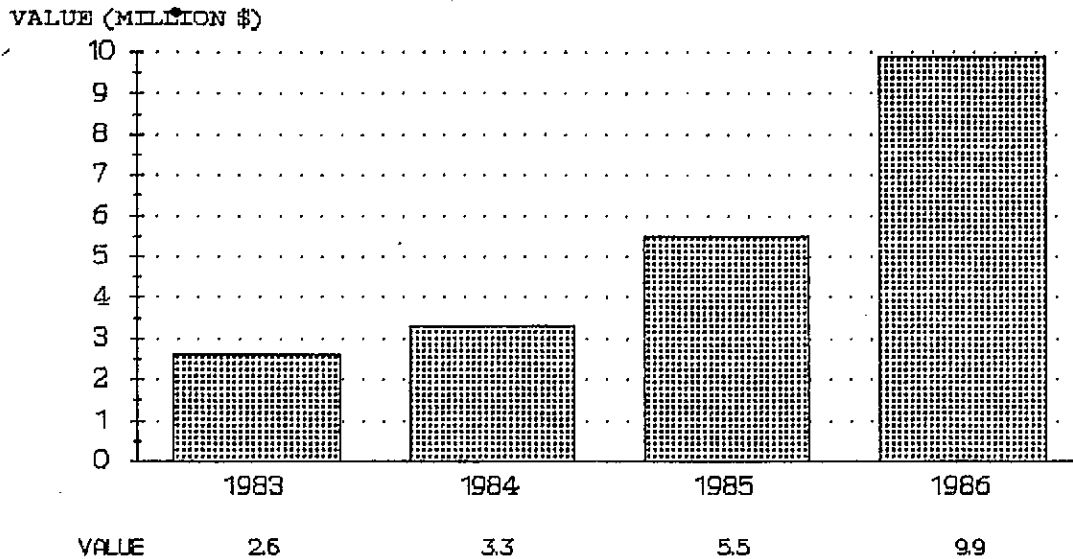
The apparent Canadian market for textile curtains and drapes, including venetian, edged up 1.7 per cent, from \$102.6 million in 1985 to \$104.4 million in 1986; in 1984 to 1985, it had increased 3 per cent. Both domestic shipments of own manufacture and imports contributed to the overall increase in 1986 from the previous year.

Thus, domestic shipments of own manufacture registered a small increase of 1.4 per cent between the two years rising up to \$91.9 million in 1986 from \$90.6 million in the previous year. In 1984 to 1985, they had risen 2.7 per cent. Domestic shipments of own manufacture accounted for 88 per cent of the apparent market (88.2 per cent in 1985). This high market share suggests that Canadian producers are continuing to dominate this textile product sector.

Imports of textile curtains and drapes etc., rose 4 per cent from \$12.1 million in 1985 to \$12.5 million in 1986, accounting for 11.9 per cent of the apparent market (11.2 per cent in 1985). Developed countries accounted for the bulk of these imports (87 per cent) with the main suppliers being the United States (66.4 per cent), Japan (5 per cent), Switzerland (4 per cent), Italy (4 per cent), the United Kingdom (2.4 %) and France (2.1 per cent). Low-wage countries supplied a low 13 per cent led by Taiwan (10.5 per cent).

IMPORT DATA

VENETIAN SHADES AND BLINDS
 COMMODITY CODE 740-74-20
 IMPORT TRENDS



IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

FOREIGN COUNTRY OF EXPORT	1983	1984	1985	1986	AVERAGE ANNUAL GROWTH RATE 1983-86	8-MONTH IMPORTS JAN. TO JUNE	
					%	1986	1987
UNITED STATES VALUE (C\$000)	1197	1885	2553	3705	46	1434	2194
TAIWAN VALUE (C\$000)	104	487	1356	3819	226	1214	4411
BRAZIL VALUE (C\$000)	318	288	740	1895	75	1084	898
SWEDEN VALUE (C\$000)	13	95	236	350	200	113	79
REPUBLIC OF KOREA VALUE (C\$000)	0	0	0	229	N/A	0	497
OTHER VALUE (C\$000)	980	557	814	260	-35	90	100
TOTAL VALUE (C\$000)	2592	3290	5499	9858	58	3935	8177

N/A - NOT APPLICABLE

VENETIAN SHADES AND BLINDS - COMMODITY CODE 740-74-20

IMPORT MARKET SHARES

FOREIGN COUNTRY OF EXPORT	1983	1984	1985	1988
	%	%	%	%
UNITED STATES VALUE	46.2	57.3	46.4	37.8
TAIWAN VALUE	4.0	14.8	24.7	36.7
BRAZIL VALUE	12.3	8.1	13.5	17.2
SWEDEN VALUE	0.5	2.9	4.3	3.8
REPUBLIC OF KOREA VALUE	0.0	0.0	0.0	2.3
OTHER VALUE	37.0	16.9	11.2	2.6
TOTAL VALUE	100.0	100.0	100.0	100.0

CANADIAN IMPORTERS

The principal 15 importers of venetian shades and blinds accounted for 89 per cent of the total import value during 1986.

<u>Principal Importers</u> (No.)	<u>Cumulative Value</u> (C\$000)	<u>Per Cent of Total Value</u>
5	6 024	61
10	8 068	82
15	8 809	89
All Importers (78)	9 858	100

Importers of venetian shades and blinds during 1986, are listed below in alphabetical order. This list includes all importers except individuals and a minimal number of importers whose names were not available.

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
Abbey Blind Incorporated	Burnaby, B.C.	Home Drapery & Carpets Limited	Winnipeg, Man.
Adrians Interiors Ltd.	Richmond, B.C.	Hunter Douglas Canada Limited	Dorval, Qué.
Blindfold Corporation	Toronto, Ont.	Ikea Ltd.	Edmonton, Alta.
Calvanaire Industries Ltd.	Strathroy, Ont.	Indal Wall Systems Ltd.	Winnipeg, Man.
Can-Am Trailers Ltd.	Lambeth, Ont.	J Pascal Inc.	Montréal, Qué.
Canadian Tire Corporation Ltd.	Toronto, Ont.	Jay B Van Conversions Inc.	Strathroy, Ont.
Canadian Window Coverings Corp.	Burnaby, B.C.	John Bowron & Company Ltd.	Vancouver, B.C.
	Toronto, Ont.	K Mart Canada Limited	Brampton, Ont.
Cathay Importers Co. Ltd.	Vancouver, B.C.	Kirsch Canada Inc.	Woodstock, Ont.
Clearview Superior Blinds Ltd.	Toronto, Ont.	Laura Ashley Shops Ltd.	Montréal, Qué.
Clopay Canada Inc.	Scarborough, Ont.	Les Importations Chimco Cie	Montréal, Qué.
Coast Blind Company Ltd.	Vancouver, B.C.	Les Industries de Draperies, Drapemaker Inc.	Montréal, Qué.
Competition Conversion Centre Limited	Guelph, Ont.	Liberty Home Products Corp.	St-Laurent, Qué.
Custom Truck & Van Accessories, O/B 282333 Alberta Ltd.	Calgary, Alta.	Louverdrape of Canada, O/B Beatrice International (Can.) Ltd.	Mississauga, Ont.
DanESCO Inc.	Roxboro, Qué.	Lycor Import Export Ltd.	Baie Durfe, Qué.
Dashwood Industries Ltd.	Centralia, Ont.	MacDonald Conversion Industries Inc.	Cobourg, Ont.
Denny's of Canada Ltd.	Richmond, B.C.	Mar-Del Shade Co. Ltd.	Concord, Ont.
Draco Limitée	Repentigny, Qué.	Multistores, O/B 139088 Canada Ltée	Hull, Qué.
Echantillon Dominion Ltée	St-Léonard, Qué.	New-View Blinds Mfg. Ltd.	Calgary, Alta.
Elite Draperies Enrg.	St-Laurent, Qué.	Pacemaker Vans Ltd.	Edmonton, Alta.
Fabroline Industries Limited	Kelowna, B.C.	Prowler Industries of Ont. Ltd.	Lindsay, Ont.
Frontenac Fabrics Inc.	Montréal, Qué.		
George N. Jackson Ltd.	Winnipeg, Man.		
Glendale Recreational Vehicles, O/B Firan Glendale Corporation	Strathroy, Ont.		

CANADIAN IMPORTERS (CONT'D)

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
Quality Designs Co.	Scarborough, Ont.	Triple E Canada Ltd.	Guelph, Ont.
Revello Corp.	Montréal, Qué.	Val-Abel Textiles Ltd.	Montréal, Qué.
Robert Hunt Corporation	London, Ont.	Van-Decor Ent. Ltd.	Regina, Sask.
Roda Wallcoverings Ltd.	Toronto, Ont.	Vanfax Corporation, L O F of Canada Ltd.	Weston, Ont.
Roper Eastern, Div. of Roper Canada Ltd.	Weston, Ont.	Vannerie Ste-Catherine Inc.	Montréal, Qué.
Shades Window Coverings Inc.	Downsview, Ont.	Vantasy Limited	Selkirk, Alta.
Skylite Vans Inc.	Aurora, Ont.	Venus Industries Ltd.	Winnipeg, Man.
Struc-Tube Ltée	Montréal, Qué.	Wendy's Restaurants of Canada Inc.	Mississauga, Ont.
Sunds Defibrator Ltd.	Lachine, Qué.	Woodbridge Van Conversions Inc.	Woodbridge, Ont.
Super Blinds Inc.	Winnipeg, Man.	Wrisco Ltd.	Markham, Ont.
Sureway Fabrics & Components Ltd., O/B 299956 Alta. Ltd.	Calgary, Alta.	Yale Decor Inc.	St-Laurent, Qué.
Tokyo Canada Corporation	Vancouver, B.C.		

FOR MORE INFORMATION PLEASE CONTACT:

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REFERENCE SOURCES

Department of Regional Industrial Expansion
Statistics Canada
Revenue Canada

ENQUIRIES CONCERNING TARIFFS SHOULD BE DIRECTED TO THE NEAREST CUSTOMS AND EXCISE OFFICE OR TO:

TARIFF PROGRAMS
REVENUE CANADA
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EXPLANATORY NOTES

Valuation

Imports are generally recorded at the values established for customs duty purposes according to the provisions of the Customs Act. Customs values are identical to selling prices for most transactions between non-affiliated companies, but customs values exceed selling prices for many transactions between affiliated companies. All values are reported in Canadian dollars and do not include duty.

Average Growth Rate

Growth rates are calculated on the basis of annual compounding.

Rounding

Figures may not add due to rounding.

